



Effective Road Safety Communications 1-Day Seminar – Tuesday 9 Sept 2014 - Melbourne

The Australasian College of Road Safety, together with the support of the TAC, VicRoads, RACV and the Royal Australasian College of Surgeons, are hosting a full day seminar to showcase how to effectively communicate road safety.

Hear from a range of experts about using mass media, social advertising, public relations and local community advocacy to best expedite reductions in road trauma. Importantly, learn how to evaluate if your communication activities have been effective.

Speakers Include:

Mr John Thompson - General Manager - Mitchell and Partners (Aegis Media) and previously TAC advertising campaigns and education programs manager for nine years.

Mr Paul Tierney, Director at 4 Tier Consulting and previously VicRoads, Road Safety Communications Manager for 5 years

Dr Ioni Lewis; Senior Research Fellow, Queensland University of Technology

Mr Robin Tiffany - Peninsula DriveSafe & Peninsula RideSafe Coordinator at Mornington Peninsula Shire Council

Mr Lauchlan McIntosh AM – ACRS President - Communication strategies to influence high level sectors e.g. politicians, government, media

Plus other speakers including the Amy Gillett Foundation.

Where: Royal Australasian College of Surgeons 250-290 Spring Street East Melbourne

When: 10am to 4pm – Tuesday 9 September 2014

Inclusions: Lunch provided

Cost: ACRS members: \$90 Students: \$75 Non-members: \$120

Bookings & Payment: please visit the ACRS Website at
<http://acrs.org.au/events/acrs-communications-seminar-series/vic-event/>

For further information, please contact ACRS Head Office on (02) 6290 2509 or faa@acrs.org.au.

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